

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY LISBON

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UNCLAS STATE 211337

E.O. 11652: N/A

TAGS: BEXP, PO

SUBJECT: "COMMERCE AMERICA" SERIES OF ARTICLES ON PORTUGAL

REF: LISBON 5458

1. COMMERCE AMERICA IS RECEPTIVE TO IDEA OF FEATURING PORTUGAL IN AN UPCOMING ISSUE.
2. PRESENTATION MUST BE LIMITED TO NO MORE THAN 4 OR 5 MAGAZINE PAGES, AND WOULD BE A PART OF WORLDWIDE BUSINESS OUTLOOK SECTION.
3. BECAUSE OF NUMEROUS FEATURES THAT ARE ALWAYS PUBLISHED AROUND THE DECEMBER-JANUARY PERIOD (HOLIDAY CALENDAR, TRADE FAIR LISTING, WORLD TRADE OUTLOOK, ETC.), DECEMBER 6 WOULD BE ONLY ISSUE POSSIBLE IN CY-76 FOR PORTUGAL FEATURE; MATERIAL FOR THAT ISSUE WOULD HAVE TO BE IN OUR HANDS NO LATER THAN NOV. 24. NEXT ISSUE AVAILABLE WOULD BE IN LATE FEBRUARY, CY-77.

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4. SINCE EMBASSY PROPOSES VARIETY OF ARTICLES, WITH POSSIBLE INPUT FROM PORTUGUESE GOVERNMENT AND BUSINESS SOURCES, AND IN VIEW OF MAGAZINE SPACE LIMITATIONS, COMMERCE AMERICA STAFF RESERVES RIGHT TO SELECT MATERIAL DEEMED

PARTICULARLY APPROPRIATE FOR MAGAZINE READERSHIP, AND TO EDIT MATERIAL ACCORDINGLY.

5. PLEASE SEND ASSORTMENT OF PHOTOGRAPHS, PREFERABLY BLACK-AND-WHITE GLOSSY, TO COMPLEMENT ARTICLES.

NOTE: GENERAL ARTICLE ON PORTUGAL TO APPEAR IN "COMMERCE AMERICA" AUGUST 30TH ISSUE.

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